

'REJUVENATED' WB HEARTENS TRADE

CBC Works With NFB; Tough Year

Future programming plans of the Canadian Broadcasting Corp. include co-operation with the National Film Board in producing dramatic documentaries and biographies over the next few years, says the annual report of the federal TV-radio agency, which was

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'War Of The Copper Kings'

Richard C. Sarafian will direct WB's War of the Copper Kings.

USA Pioneer Of Year

A. Montague, executive v-p of Columbia Pictures, has been named the Pioneer of the Year by the board of directors of the USA Motion Picture Pioneers. He will be guest of honor at the annual MPP dinner on Nov. 20 in the Waldorf-Astoria Hotel in New York City.

'CO'Y HAS REALLY TURNED THE CORNER' — BOASBERG

"A rejuvenated Warner Bros. has really turned the corner and we felt that the country and the world ought to know about it," Charles Boasberg, president of Warner Bros. Distributing Co., told a luncheon gathering of exhibition executives and WB personnel at The Four Seasons, Toronto, where the company was holding a five-day national convention.

The Allens' Early Enterprise Enjoyed In Cleveland

Jule Allen, president of Premier Operating Corp. Ltd. and dean of the Canadian Motion Picture Industry, got enjoyment out of a full page in the Cleveland Plain Dealer devoted to the refurbishing and reopening of the Allen Theatre, Cleveland, on its 40th anniversary.

The Allens built the theatre in 1921, when they were Canada's leading circuit, and it opened on April 1 with *The Greatest Love*, starring Vera Gordon. It ran into product trouble and went to Loew's the next year. It was a Loew house until 1932, when RKO took over. Warner Bros. pooled with RKO in the theatre's operation, then assumed complete control and exercised it until the Allen was acquired by Stanley-Warner Theatres on March 1, 1953.

The Allens, who introduced luxury

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Boasberg, introduced by Canadian chief Haskell Masters, expressed himself as elated at the results of the recent Jubilee of Films, for which WB brought several hundred of this continent's opinion makers to its studio for several days of seeing completed films and sequences from uncompleted films.

"If we as an industry would

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Mitchum In Fox' 'The Jungle'

Robert Mitchum will star in 20th-Fox' *The Jungle*.

Balaban Sums Up Telem'r To Now

"Until more definitive answers are available, the whole entertainment world is watching what we are doing and will also watch what others will do," said Barney Balaban, president of Paramount Pictures, parent company of International Telemeter and Famous Play-

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Ontario Drive-in Opened

J. A. Thompson has started operations at his 400-car Skyvue Drive-in, the first in the Chalk River, Ontario area.

'Who's Got The Action' Stars

Lana Turner and Dean Martin have been signed to star in Jack Rose's *Who's Got the Action*, which Paramount will release.

Short Throws

CANADIAN premier of 20th Century-Fox' Francis of Assisi took place at Loew's Theatre, Montreal, as a benefit for the Tiny Tim Fund of the Montreal Children's Hospital. Two hundred of the invitations were sent from the Canadian Bishop's Palace, seat of the Catholic hierarchy in Canada. CFCF's radio and TV arms joined in the sponsorship.

ONTARIO Board of Censors handled more films in May and June than in any other two consecutive months in its history. The volume was made up of an unusually large number of new films and a record number of subsequent prints. Behind this are the sales and booking drives of the larger companies, as well as multiple dating of new pictures.

TICKET sales for the 10th annual Golf Tournament of the Canadian Picture Pioneers will set a record if the advance registrations

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Exley, Geller 20th-Fox Canada 'Trailblazers'

A 12-member 20th Century-Fox sales team to carry out key-city distributor-exhibitor meetings for making known information about current and future product was announced by Glenn Norris, general sales manager. Clayton G. Pantages, a member of the company's Sales Cabinet, will head the "trailblazers."

Dawson Exley will cover meetings on the local level in Vancouver, Winnipeg and Calgary and Phil Geller will do the same in Toronto, Montreal and Saint John.

SEVEN BEFORE CAMERAS AT FOX

Stepping up its summer production schedule, 20th Century-Fox now has seven multi-million dollar attractions before the Cinema-Scope cameras, all of which are based on hit novels or plays.

The seven-picture lineup includes *Satan Never Sleeps*, the picturization of Pearl Buck's *The China Story*, starring William Holden, France Nuyen and Clifton Webb; *The Inspector*, with Stephen Boyd and Dolores Hart in the starring roles of Jan de Hartog's noted novel; *Tender Is the Night*, based on F. Scott Fitzgerald's novel starring Jason Robards, Jr., Jennifer Jones, Joan Fontaine, Tom Ewell and Jill St. John; *The Commancheros*, starring John Wayne, Ina Balin and Stuart Whitman, adapted from the Paul I. Wellman novel.

Also *A Summer World*, starring Bradford Dillman and Fabian in the dramatization of Richard Dougherty's book; *Bachelor Flat*, based on Budd Grossman's play *Libby*, starring Terry-Thomas, Celeste Holm, Tuesday Weld and Richard Beymer; and *The Longest Day*, Darryl F. Zanuck's production based on Cornelius Ryan's novel of the D-Day invasion.

SWEETING RE-ELECTED BY CCAA

Dennis Sweeting of Toronto was returned to the presidency of the Canadian Council of Authors and Artists for his third term at the recent annual meeting in Winnipeg. Victor Knight of Montreal was elected vice-president, a post formerly held by Bernard Cowan of Toronto.

Reg Gibson, Winnipeg, replaced Sheridan Wilson, Montreal, as hon. sec.-treas. and the executive secretary, Marcel Franq, who is employed by the CCAA, was retained.

Directors are Ivor Harries, Vancouver; Alan King, Toronto; James Doohan, Toronto; and Charles Kerr, Ottawa. Montreal and Winnipeg branches are still to name their directors.

Scholarship Fund VV Alumni Goal

First project of the Variety Village Alumni, organized recently by some of the 170 graduates of the Variety Club's 13-year-old vocational guidance and residential school near Toronto, is to establish a scholarship fund to assist a student

or graduate. The Alumni, of which Harvey Rosen of Toronto is president, hopes to have this fund available within two years. Recreation and social contacts for graduates are among the aims. Variety Club rep is Second Asst. CB L. Lester.

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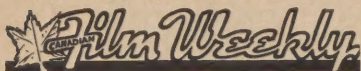
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Czech Process Combines Screen & Live Actors

Though described and not demonstrated, engineers at the recent SMPTE convention in Toronto were very interested in Magic Lantern, a process now touring Europe in which actors in person are "inseparably combined with the motion picture," giving the impression that both are live performers.

Frantisek Pilat of Czechoslovakia, who described the Magic Lantern process, also told of Polycran, which involves simultaneous exposure to the viewer of eight screens, "each carrying a different image tied in with the central theme of the artistic presentation."

Sir Shuldham Redfern, who saw the Magic Lantern in London, wrote in his London Letter that "It is a good show by any standard, well worth seeing and the whole concept holds out tremendous possibilities for the future." Well over two million people have seen it so far.

ALLEN CLEVELAND

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into theatres on an unprecedented scale, patterned the theatre's rotunda-foyer after the Villa Madonna, about 18 miles from Rome. In marble and with Renaissance styling, its great dome was 33 feet high.

The Allen, designed by C. Howard Crane of Detroit, a leading theatre architect who created some of the Allens' Canadian houses, cost \$1,000,000. Phil Garbo, who made the original decorations and helped refurbish the present theatre, said that it would cost \$8,000,000 to build today. Stanley-Warner, which Si Fabian and Harry Kalmine head, spent \$3,000,000 to bring it to its present state.

To bring it to that Stanley-Warner restored the rotunda to the way it looked when it opened, said the paper, explaining that "it's charm had been lost through the years."

"The Allen has been more than a theatre; it has been an integral part of the city," wrote W. Ward Marsh, veteran Plain Dealer critic. Canadian Show Business owes many things to the USA; this is one case where the gratitude is on the other side.

'The Marines Have Landed'

Leslie H. Martinson has been signed by Warners to direct *The Marines Have Landed*, which Bryan Foy will produce.

Warner Bros.

(Continued from Page 1)

show our wares once a year, as the automobile, furniture and other industries do, by bringing people to Hollywood we would do more to boost our business than through any other way ever devised," Boasberg said.

The guests were shown two short films made for TV use, one a record of the Jubilee of Films in which quite a number of Canadians were seen, and the other a presentation of the stars of *Fanny* taken while they were relaxing on the Marseilles waterfront.

The first two days of the convention were given over to the company's new theatre films and the rest of the week to TV sales. Other home office executives who addressed the sessions were Bernard Goodman, vice-president; Larry Leshansky, field sales coordinator; and Richard Lederer, director of advertising and promotion.

The Canadian who spoke, along with Masters, were Robert E. Myers, sales manager; Al Dubin, director of advertising and publicity; Irving Stern, 16 mm. sales manager; and David G. McLaughlin, TV sales manager.

Warner Bros. branch managers on hand were Mickey Komar, St. John, NB; Archie Cohen, Montreal; Mel Cherry, Winnipeg; Blain Covert, Calgary; and Earl Dalglish, Vancouver. Irvin (Babe) Coval, Toronto manager, was ill and missed the proceedings. Salesmen were Reg Doddridge, Calgary; Charlie Frankelson, Winni-

peg; Jack Kroll, Montreal; Jim Sprague, St. John, NB; and Charles Pearce, Toronto. Aldo Maggiorotti, Alf Piggins and Jack McLean were among the Toronto staffers.

The guests included John J. Fitzgibbons, Sr. and R. W. Bolstad, respectively president and vice-president of Famous Players; Frank H. Fisher, executive vice-president of Odeon Theatres; Raoul Auerbach, vice-president of Twi-nex Century Theatres; and George Destounis, vice-president of United Amusement Corp., Montreal.

In release and doing strong business is Parrish, which will be followed by the current Radio City Music Hall attraction, *Fanny*, one of the best films ever made, according to those who saw it during the Jubilee of Films. *Splendor in the Grass*, directed by Elia Kazan and starring Natalie Wood and Warren Beatty, won high praise during the Jubilee and is coming up, as is *Susan Slade*.

Music Man is expected to be one of biggest blockbusters in industry history. Warners has a list of films ready for production that compare with the schedule in the greatest days of that studio. Those in production, such as *Music Man* and *The Roman Spring of Mrs. Stone*, will be followed by such pre-sold properties as *Gypsy*, *The Devil's Advocate* and *May This House Be Safe From Tigers*.

Warner Bros., as Boasberg suggests, has put itself back in the film business on a scale that should hearten all exhibitors.



BETWEEN THE RAINDROPS

IT would be folly indeed, if we were not fully cognizant of the many ways in which our business has been adversely affected by TV. Firstly, a great deal of the money spent on sets originally was diverted from motion picture theatre box-offices. This in turn was followed by potential patrons spending a great deal



of their spare time watching the set rather than attending theatres. Subsequently came the usurpation of certain kinds of entertainment previously considered "standard" movie fare. No longer do westerns, mysteries or musicals have any draw except when produced on a grand scale. Finally, we now witness the use of old motion pictures as part of regular TV fare.

For years old films (and they were mostly vintage ones) were considered fillers and shown on TV only at off-times, such as early afternoon or late night. Now, with the availability of so many newer and better-type motion pictures, we find them slotted in prime time. This has the effect of giving away what theatres are trying to sell. The detrimental effect of such action has particularly been felt in the areas in Canada where new and competitive stations have come on the air in the last year. This not only affects attendance adversely but creates a further burden in the booking of theatres.

One of the lateral effects of TV was the trend to bigger and costlier blockbusters. This was accompanied by higher rental term demands. Since attendance had dropped off so greatly on the lesser films, exhibitors had no choice but to accede. Upped rental terms have remained — not always matched by attendant quality or boxoffice draw.

However, there was another side effect. Without a big cushion of profit on those films which click at the boxoffice the exhibitor has been forced to be very canny with films of a lesser calibre. Continued losses on a series of these may well spell disaster.

In the bigger cities theatres have become more specialized in the types of films they exhibit. Here there are potential

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THREE FROM ASTRAL IN AUGUST

Three top films, one each from Italy, Russia and Hollywood, will be released in Toronto in August by Astral Films Ltd.

The Italian film, Federico Fellini's *La Dolce Vita*, now doing tremendous business in opening engagements in the USA, will go into the Tivoli on a hard-ticket, 10-shows weekly policy, which will include matinees on Wednesday, Saturday and Sunday.

Russia's *Ballad of a Soldier*, acclaimed by Time Magazine as the greatest post-World War II film from the USSR and winner of many awards, will open at the dual-auditorium Hollywood.

American International Pictures' Hollywood production of Jules Verne's *Master of the World*, in MagnaColor and starring Vincent Price, will be the Civic Holiday attraction day-and-date at 11 Twentieth Century theatres and will be backed by an all-out promotion campaign, to include newspapers, TV and radio.

PQ CINEMAS WELCOME JUVES

July 12 was fixed as the date on which legislation passed in June by the Government of Quebec permitting attendance of juveniles at movie theatres was to become effective. The result is that children under 16, banned since 1927 because of a disastrous theatre fire, are patrons again.

Efforts of many years by Quebec exhibitors to have the law changed became successful under the new Government, a Liberal one. Le Centre Catholique National du Cinema and the Quebec Allied Theatrical Industries worked out a joint brief with proposals acceptable to the Government.

Children now are permitted to see movies if it is a free movie given in school for students and teachers only; if it is a special free children's show before 6 p.m. in a parish or other hall approved by the Board of Cinema Censors, providing the film has been okayed for children; or if it is a special show for children over nine years of age given before 6 p.m. in a theatre approved by the Board, providing the film has been approved for children.

CBC-NFB CO-OP'N

(Continued from Page 1)

delivered to the Hon. George C. Nowlan, Minister of National Revenue, by Alphonse Ouimet, its president, and tabled in the House of Commons by the former's Parliamentary secretary, Marcel Lambert.

The report did not provide any information about the basis of co-operation with the National Film Board, which is the Government film agency, or the financial arrangements involved. The NFB, headed by Guy Roberge and operating under the Hon. Ellen Fairclough, Minister of Citizenship and Immigration, was given approval of the sum of \$4,988,112 for production and distribution during the Spring session of Parliament.

A start has already been made on an oral-history project in which outstanding Canadians in many walks of life are presenting personal reminiscences on audiotape and film for future use. In the past year the CBC has had first showing of a superb series of films about aspects of Canadian history in which Canadian actors starred.

There is no indication that an assignment of part of the budget for the NFB — or the NFB-CBC program — will go to private producers, as requested in a brief from The Association of Motion Picture Producers and Laboratories of Canada.

Total expenses of the CBC for the fiscal year ended March 31 were \$100,952,854, which was \$6,913,060 higher than in the previous year, and the Government provided \$59,288,476 of this. Gross ad revenue was \$37,601,651, a decline and something like \$1,500,000 under what the CBC hoped to earn. However, the CBC returned \$2,796,524 as budgetary surplus — the amount unused. Its financial problems will be even greater when the full impact of the second stations and the new private network is felt.

Ouimet was backed by the CBC board of directors in his contention that splitting the present Government network would be disastrous to Canadian broadcasting in the long run. He said that long-range plans call for a major extension of TV service through CBC stations in Saskatchewan, New Brunswick, Eastern Newfoundland and PEI.

UA's 'Pocketful Of Miracles'

Filming has been completed in Hollywood on Frank Capra's UA film, *Pocketful of Miracles*, which stars Glenn Ford, Bette Davis, Hope Lange and Arthur O'Connell.

Para's 'Girl Named Tamiko'

France Nuyen has been borrowed from 20th-Fox by Hal Wallis to star opposite Laurence Harvey in Paramount's *A Girl Named Tamiko*, which will go into work in Japan in November.



IT'S GETTING to be a Big Town. We know that from the references to its things and people through one form of public communication or another. At the Imperial, in *On the Double*, Danny Kaye asks Dana Wynter, just back from Canada: "How are the Toronto Maple Leafs doing?" And at the Uptown the trailer for *Tammy Tell Me True* brags that it's with "The delightful music of America's beloved Percy Faith." Percy's from here . . . *I have a diploma making me a member of The Hot Dog Society of America and certifying that I am "a bonafide hot dog gourmet."* Through the courtesy, I suppose, of Sam Shopsy working through Bert Petlock and the loftily-named praise agency, The Public Relations Board of Canada.



This "gourmet" needs some advice. Tell me, Sam: what wine is correct with a wiener and "the works"? . . . *Organization and layout of this year's Variety Baseball Souvenir Program, handled by Chet Friedman, was a task mastered so well that it's a classic of its kind. The only thing topping that effort was the gigantic job of leadership by Jack Bernstein in the pulling in of \$38,000 worth of advertising. It was a fantastic effort that showed how tremendously important it was to the financial well-being of Variety Village when attendance, hurt by rain, was held down to 4,000. Without that program the game would have been almost a financial washout . . . Gem Theatre marquee says "Open Only On Sunday."* Sounds like the name of a film these days.

ERNEST HEMINGWAY worked as a reporter in Toronto soon after the first World War and his death brought reminiscences from those who knew him. His importance as a literary artist has been the subject of most of the writing about him. That brings to my mind Emma Goldman, the anarchist and writer, who moved to Toronto in the early 30's and lived on Bloor, near Avenue Road, for some years before going to the USA, from which she had been banned up to then. She and Hemingway were friends. Once, when his name came up, she shook her head sadly. Ernest, Emma said, could be a really great writer — if only he would stop shaping his writing for commercial results. A strange judgment, I thought.

THE PIRATES and policemen of Gilbert & Sullivan's *Penzance*, prodded by Sir Tyrone Guthrie, have joined the citizens and soldiers of *Coriolanus*, the plotters and patriots of *Henry VIII* and the romantic men and maids of *Love's Labour's Lost* at Stratford, our cultural haven on the Avon. And by gad, sir, they're good!

Rarely have the ear and eye and funnybone had such a simultaneously successful experience. This old and mannered satire on Honor and Duty is being played with such verve and freshness that one could easily delude himself into thinking that it was written recently and is being presented for the first time.

The romancing, prancing occupants of the Avon's stage, guided by Louis Applebaum's baton, weaved their way around the principals (Eric House, Marjorie Studholme, Andrew Downie, Harry Mossfield and Howell Glynne) in smooth, pleasing dance patterns arranged by Douglas Campbell—all the while singing wonderfully well.

I stayed in Stratford this visit long enough to also enjoy *Love's Labour's Lost*, the comedy of this season's three Shakespearean presentations. Stratford's finest players make it one of Stratford's best efforts to date, the play's obvious artificialities of plot and dialogue disappearing from the consciousness of the patron before the art of the players, the direction of Michael Langham, the costumes of Tanya Moiseiwitsch and the music of John Cook.

Those of you in the many communities of Canada where this paper arrives really ought to give some thought to spending a few days at Stratford taking in the theatrical and musical joys there. Broadway is no more rewarding for a short holiday—and it hasn't the green, pleasant surroundings of Stratford in the summer. Stratford, by the way, is now fourth among the cities in Canada most popular with American tourists.

TELEMETER

(Continued from Page 1)

ers, in telling the recent annual shareholders' meeting in New York about the state of Telemeter. Although he emphasized that cost figures of the Toronto experiment can only be "guesstimates" and "profitable operations were not to be expected during this initial phase," Balaban interpreted developments until now in a highly promising way. Thus the company's No. 1 man, an industry leader, has placed his own stature behind the optimistic statements of those of his executives charged with the important experiment at the Etobicoke proving ground.

Said Balaban:

This is the experimental period in programming, with Telemeter faced with the same challenge as any other section of Show Business — "quality and volume of attractions." Yet there are some trends discernable even at this early stage.

Telemeter "is supplementing the traditional theatre market" and its special character is "creating a new audience of movie viewing" at home. At the same time there is nothing to indicate that Etobicoke's two local theatres have been affected.

Two films, *Psycho* and *Swiss Family Robinson*, provided implications "of great significance to the motion picture industry." *Psycho*, playing on TM after its run downtown and in the Etobicoke neighborhood theatres, produced a gross greater than was possible in each of the latter, which had 40,000 to 50,000 homes to draw on compared to Telemeter's 6,000. And this with the TM gross based on one admission for the entire family, whereas the theatres had individual admissions. *Swiss Family Robinson* played six weeks at one of the neighborhood houses, yet 30 per cent of TM subscribers purchased the picture.

"Every motion picture producing company is vitally interested in the value of reissues" and if the percentage of TM subscriptions for quite a few of them "can be projected — to even a substantial degree — on a national basis, they offer interesting potential."

"A good deal of encouragement" has been found in the results of blacked-out sports events, with an average of 20 per cent of the subscribers having purchased the eight major league hockey games offered last winter for \$1 each.

Two of the special productions, those starring Bob Newhart and Carol Channing, "achieved ratings that would have been spectacular on so-called free television."

The augmenting of motion pictures with other types of attractions "has a special influence on average grosses," although "more meaningful interpretation of results will have to await additional experience."

THE GUNS OF NAVARONE

with Gregory Peck, David Niven, Anthony Quinn, Irene Papas.
(CinemaScope-Eastman Color)

Columbia 159 Mins.
EXPEDITION INTO ADVENTURE AND DANGER. MASTERFULLY-MADE DRAMA TOUCHED WITH EPIC QUALITIES. SUPERB CAST. OUTSTANDING BOXOFFICE.

A desperate mission is visualized with vigor, honesty and superb theatrical flair in the Guns of Navarone. The film is a rolling hour-by-hour account of an assignment of six men under the banner of British military intelligence during World War II. The task calls upon the greatest resources of courage and ingenuity, and its success is considered barely possible.

Yet the chance has to be taken. The mission is to get to the small Greek island of Navarone, held by the Germans, and blow up two huge guns that threaten an Allied force with disaster.

Most important the picture is an honest drama that catches up believable people. Suspense mounts to an explosive climax. The film was shot mostly in the locale depicted with fresh and interesting scenery a consequence.

Carl Foreman who produced the Highroad Presentation has shown every concern for production values. The cast is a splendid box-office one. The sets are superb in Eastman Color and CinemaScope.

The six men sent out are Gregory Peck, a mountaineer; David Niven, an explosives expert; Anthony Quinn, a grim, dedicated Greek resistance fighter; Stanley Baker, an implacable knife fighter; James Darren, a Greek-American lad educated in the school of juvenile crime; and Anthony Quayle, a security officer and head of the mission. Two women figure importantly. They are Greek partisans portrayed by Irene Papas and Gia Scala.

The story unfolds to a breathtaking series of adventures as the six run a gauntlet of terrors, spies and encounters with death. A storm at sea shatters their boat. Getting on to the island unseen involves the climbing of a precipitous cliff. Then there are flights, pursuits and a fixed concentration on the objective.

J. Lee Thompson's direction touches brilliance, distilling from scene after scene excitement and beautiful fluidity. The music, composed and conducted by Dimitri Tiomkin, soars grandly and impressively and the photography under the direction of Oswald Morris is first rate.

CAST: Gregory Peck, David Niven, Anthony Quinn, Stanley Baker, Anthony Quayle, Irene Papas, Gia Scala, James Darren, James Robertson Justice.

CREDITS: Produced and written by Carl Foreman; Directed by J. Lee Thompson; Based on the novel by Alistair MacLean; Director of photography, Oswald Morris.

DIRECTION: Excellent.
PHOTOGRAPHY: Brilliant.

Reviews

SNOW WHITE AND THE THREE STOOGES

with Carol Heiss, The Three Stooges, Edson Stroll.

(CinemaScope-DeLuxe Color)

20th Century-Fox 107 Mins.
OPULENTLY PRODUCED JOURNEY INTO FARCE AND FAIRY TALE. A SURE PLEASER FOR THE YOUNGSTERS.

We have here the visual representation of one of the world's oldest fairy tales spiced with the modern impish humor of the Three Stooges. Charles Wick produced in lavish style including CinemaScope and DeLuxe color. The wildest liberties are taken with the story, indicating the belief of the producer that the mood conjured up is such that audiences will be completely uncritical. One thing is certain: the children will love it.

Carol Heiss is seen as Snow White and Edson Stroll plays Prince Charming. Both are betrothed in childhood but many things happen to keep them apart.

Out of Grimm's Fairy Tales, script writers Noel Langley and Elwood Ullman have devised this cinema version. Their villainess is none other than Patricia Medina, who becomes the new queen after Snow White's mother dies and her father remarries.

Walter Lang's direction is capable. Photography is very interesting under the direction of Leon Shamroy. There is a good deal of trick photography, such as the wicked queen travelling about on a broomstick. The music was conducted by Lyn Murray.

Carol Heiss and Edson Stroll prove a fine, familiar romantic pair. Miss Heiss also makes sparkling use of an opportunity to show her Olympic skating form.

CAST: Carol Heiss, The Three Stooges, Edson Stroll, Patricia Medina, Guy Rolfe, Michael David, Buddy Baer, Edgar Barrier, Peter Coe.

CREDITS: Produced by Charles Wick; Directed by Walter Lang; Screenplay by Noel Nangle and Elwood Ullman, based on a story by Charles Wick; Director of photography, Leon Shamroy.

DIRECTION: Very Good.
PHOTOGRAPHY: Imaginative.

THE LADIES MAN

with Jerry Lewis, Helen Traubel, Kathleen Freeman, Pat Stanley.

Paramount (Technicolor) 106 Mins.

FRANTIC ROMP IS MANNA FOR LEWIS FANS. MOST LAVISH OF COMIC'S FILMS IS ATTRACTIVELY MOUNTED PRODUCTION OVERRUN WITH LOVELIES AND OFFERING SOMETHING NEW IN STAGING.

Those who take kindly to Jerry Lewis and his frenetic antics will unquestionably derive a world of satisfaction from the latest of his screen forays. The harum-scarum comic does not spare himself to please his fans. To say he throws himself into his role of a woman-hating young man inveigled into taking a job as houseboy in that unlikeliest of places for a guy allergic to dames, a boarding-house inhabited by a flock of lovely man-loving gals, is to put it mildly.

The Ladies Man has the earmarks of a dough grabber, perhaps more so than any other of the Lewis pictures, for besides a stiff dose of the brand of comedy that has come to be associated with the Lewis name the picture has an overabundance of production values, strong visual appeal, a tricky set that strikes a new note in film making and feminine pulchritude without stint.

CAST: Jerry Lewis, Helen Traubel, Pat Stanley, Kathleen Freeman, Hope Holiday, Lynn Ross, Buddy Lester, George Raff, Harry James and his band, Gretchen Houser, Lillian Briggs, Mary La Roche, Madlyn Rhue.

CREDITS: Produced by Jerry Lewis; Directed by Jerry Lewis; Written by Jerry Lewis and Bill Richmond; Associate Producer, Ernest D. Gluckman; Director of photography, W. Wallace Kelley.

DIRECTION: Good.
PHOTOGRAPHY: Excellent.
(Reviews from The Film Daily, NY)

Paramount's 'It's Murder'

Henry Hathaway has been signed by Paramount to produce It's Murder.

Exclusive Pact For Ferrer

Jose Ferrer has been signed to an exclusive contract as writer, director and producer by 20th Century-Fox.

NEW TV STATION, 11 SATS OK'D

Television, a creeping blight to the Canadian cinema field since 1953, continues its growth into what have been less accessible areas. In its fiscal year ended March 31 the Board of Broadcast Governors recommended applications for TV stations in Edmonton, Calgary, Halifax, Ottawa, Prince George, Pembroke, Antigonish, NS and Riviere du Loup, PQ.

During the year the BBG okayed applications for satellite stations in Keremeos, Lumby and Salmon Arms, BC; Banff, Coronation and Pivot, Alta.; Carlyle Lake, Val Marie, North Battleford and Eastend, Sask.; Fox River, Harrison Brook, Mont Blanc, Mont Laurier, Mont Tremblant, Chicoutimi and Roberval, PQ; and Edmunston, NB.

The BBG's latest announcement reveals approval of a new station for Grande Prairie, Alta. and reservation of approval on applications for Quebec City and Dryden, Ont. Okays went to satellites for Parry Sound, Ont., Port Alfred, PQ, Peace River, Alta., and Ashcroft, Chase, Lillooet, Merritt, Clinton (2) and Mount Timothy (2), all in BC. A Sioux Lookout, Ont. application drew a reservation.

The satellites will service areas from which theatres in large communities drew patrons.

Short Throws

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are any indication, it was stated by Andrew Rouse, general chairman. The tourney will take place on Thurs., Aug. 24, 1961 at the Tam O'Shanter Golf Club, Toronto, which can accommodate 700 to 800 in its dining room and has bowling and swimming facilities for non-golfers. Those planning to attend are advised to contact George Altman, ticket chairman, immediately at EM. 3-2909.

CANADIAN idea supported in principal by the domestic Motion Picture Industry Council but which defied efforts to activate it may come to life in the USA. An American Film Institute for the purpose of arousing interest in films was placed before the Independent Film Importers of America by Colin Young at a special meeting in New York last week. N. A. Taylor first presented his proposal for a Canadian Film Institute about five years ago.

TELEMETER is running a Summer Festival of Music, a series of films offering on successive Sundays Kiss Me Kate, The Bells Are Ringing, Brigadoon, Kismet, The Pajama Game and Pal Joey. It's part of its summer Theatre in the Home. The original sound track music from the musicals is available free to subscribers on a separate channel.

CHRIS HOLMES, manager of the Odeon Roxy, Newmarket, picked 100 names and addresses of people living within 15 miles of the theatre from the phone book, and wrote them a free invitation to attend any of the films on an enclosed July booking sheet. The letter pointed up the difference between seeing movies on TV and in theatres.

20th-Fox 'The Inspector'

Hugh Griffith, Academy Award winner for his role in Ben-Hur, has been signed by Mark Robson for an important role in his 20th-Fox production, The Inspector.

OUR BUSINESS

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patrons with a variety of tastes. But in smaller towns there is a problem. There are some kinds of films which just do not fit into the programming. They "fall between the raindrops," so to speak. They may be very good entertainment indeed but because of lack of the right stars, unusual or off-beat story content or for other reasons they may appeal to only a very small segment of the population of these places. Thus we face another of the many problems continually arising in our business.



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